



A community project of The Rotary Club of Hall 

**MEDIA RELEASE**

**Wednesday 12th May 2021**

## **Farmers Market a buzzing hive for World Bee Day- a fun family day out that recognises the important role bees play in food supply**

Canberra's [Capital Region Farmers Market](#) is gathering its worker bees for what will be a buzzing hive of activity to celebrate World Bee Day. Taking place just after the official World Bee Day on 20<sup>th</sup> May, the Market will celebrate on Saturday 22<sup>nd</sup> May 2021.

“We all need to contribute to the survival of our glorious bees and the very important role they play in our food supply,” said Capital Region Farmers Market Manager, Sarah Power.

“At the Market most of our stallholders depend on bees and other pollinating insects to survive. And so together we recognise the importance of World Bee Day to raise awareness of the importance of bees and beekeeping to the world.

“Our Market has responded to the initiative started by the Slovenian Embassy since World Bee Day commenced three years ago, and we ask that the Canberra community, and visitors alike, join us for our fun family day to learn and find out more about how we can keep our bees safe,” Sarah continued.

World Bee Day at the Capital Region Farmers Market will offer Market stallholders’ bee-friendly displays and exhibitions, honey and bee themed food created by Market producers a display of hives, native plants, flowers and their growers, local and regional honey producers and information to help educate how people can help contribute to saving our bees.

“We’ll also have lots on offer for families with dress ups for the Best Bee Costume Competition – we welcome visitors to come dressed in their favourite yellow and black - , a colouring in competition where kids can add a bee to the hive, and bee face painting for some extra fun,” Sarah continued.

ABC Canberra will be broadcasting live for their Saturday Morning Show hosted by Adrienne Francis. Broadcasting from 6am, Adrienne will be talking to a number of Market stallholders and bee experts from our ABC Bee Hive.

“The Market really wants to help educate our visitors across all ages and demographics about bees and their vital role as pollinators and to food production,” Sarah continued.

[World Bee Day at the Capital Region Farmers Market](#) will be held Saturday 22<sup>nd</sup> May, from 7.00am – 11.30am at Exhibition Park in Canberra. For more information visit [www.capitalregionfarmersmarket.com.au](http://www.capitalregionfarmersmarket.com.au)

***MEDIA CONTACT: For more information, images or interviews contact Lauren Griffiths, Threesides, on 0417 409 264 or [lauren.griffiths@threesides.com.au](mailto:lauren.griffiths@threesides.com.au)***

### **MEDIA BACKGROUNDER**

#### **Bees: Fast Facts.**

Bees play an important role in pollinating native plants in our Australian ecosystem. The vast majority of global pollinators are wild including over 20,000 species of bees.

Australia is home to around 2,000 species of native bees, the majority of which are solitary bees.

European Honeybees are social insects that were introduced to pollinate many of the introduced food crops that now form part of a normal Australian diet.

Beekeepers migrate their bees to produce honey from diverse flowering events and perform essential pollination services to safeguard our food, fibre, forests and fodder crops.

Bees are keystone species, playing a vital role as pollinators.

#### **Did you Know -**

Global population forecasts predict that we will have close to one third more people in the next 30 years. To feed this growing population and secure the well-being of humankind, we need to ensure food is available, accessible, diverse, balanced and of good quality.

Pollination is crucial to achieving food security as three out of four crops across the globe producing fruits or seeds for human consumptions as food depend, at least in part, on pollinators. Pollinators affect 35 percent of global agricultural land, supporting the production of 87 of the leading food crops worldwide.

On 20 December 2017, following three years of efforts at the international level, the UN Member States unanimously approved a proposal by Slovenia to proclaim 20 May as World Bee Day. Slovenia is a nation of beekeepers, and beekeeping enjoys a status equal to that of other types of agricultural activity. The significance of bees and ensuring their well-being is well understood.

*Sources:* When Bee Foundation and the official World Bee Day website:

<https://www.worldbeeday.org.au/>